

# Tri-State Commission

California Road Charge Pilot Program Update

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# Overview



## 1. California Road Charge Pilot Project Update

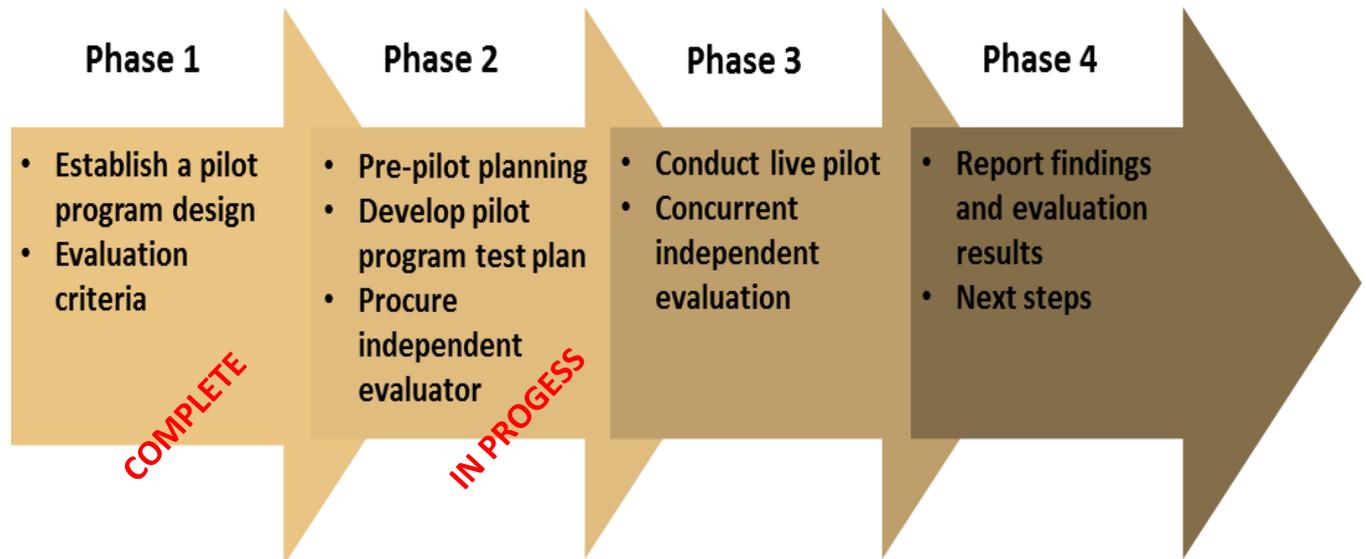
- TAC Recommendations
- Public Outreach & Recruitment
- Volunteer Matrix

## 2. Fast Act Grant

- WRUCC
- California



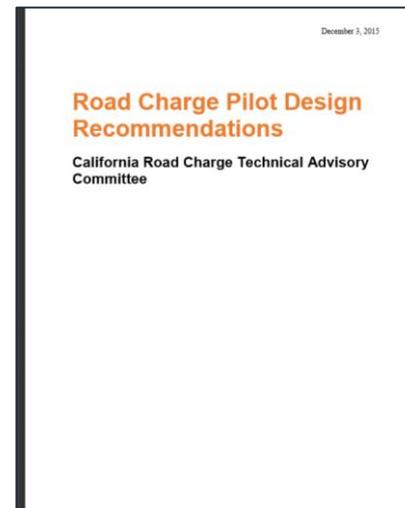
# California Road Charge Pilot Program Update



# TAC Recommendations

## Pilot Design Recommendations

- 5,000 Participants Statewide
- 9-Month Demonstration
- Commercial Trucks Included
- 5 Mileage Reporting Concepts
- 10 Data Security Features
- Privacy Protection
- Independent Evaluation



# Mileage Reporting Methods



Time Permit



Plug-In Device



Mileage Permit



Smartphone App



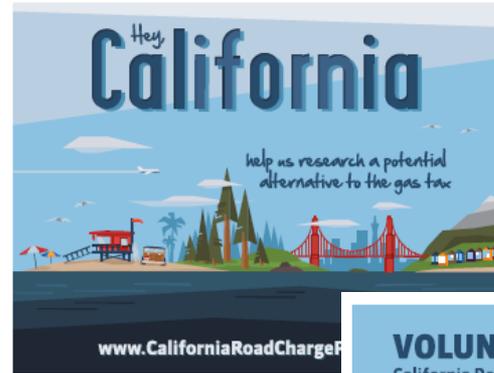
Odometer Charge



Car's Built-In Technology

# Public Outreach & Recruitment

- Updated Program Website
- DMV Insert
- Public Service Announcement
- Newsletters
- Digital Marketing Campaign with Facebook



# Updated Program Website

## Website Roll-Out in 3 Phases

### Phase 1: Public Facing Landing Page

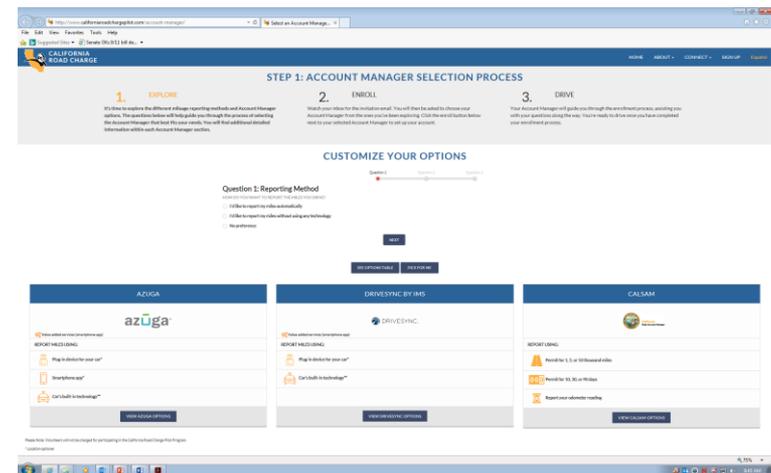
- Launched in January, 2015

### Phase 2: Volunteer Sign-Up & Sign-In Pages

- Launched in March, 2016
- Expanded Sign-Up for to capture information

### Phase 3: Private Participant-Facing Pages

- Launched in May, 2016
- Vendor selection page went live to provide volunteers the opportunity to explore their Account Manager options and mileage reporting methods



[www.CaliforniaRoadChargePilot.com](http://www.CaliforniaRoadChargePilot.com)

# DMV Insert & PSA

## DMV Insert

- Launched on February 22, 2016
- Included in all registration mail-outs for 2 months
- Approximately 2 million distributed

## DMV PSA (English & Spanish)

- Launched on March 16, 2016
- Runs on DMV prompters at DMV locations



# Public Service Announcement

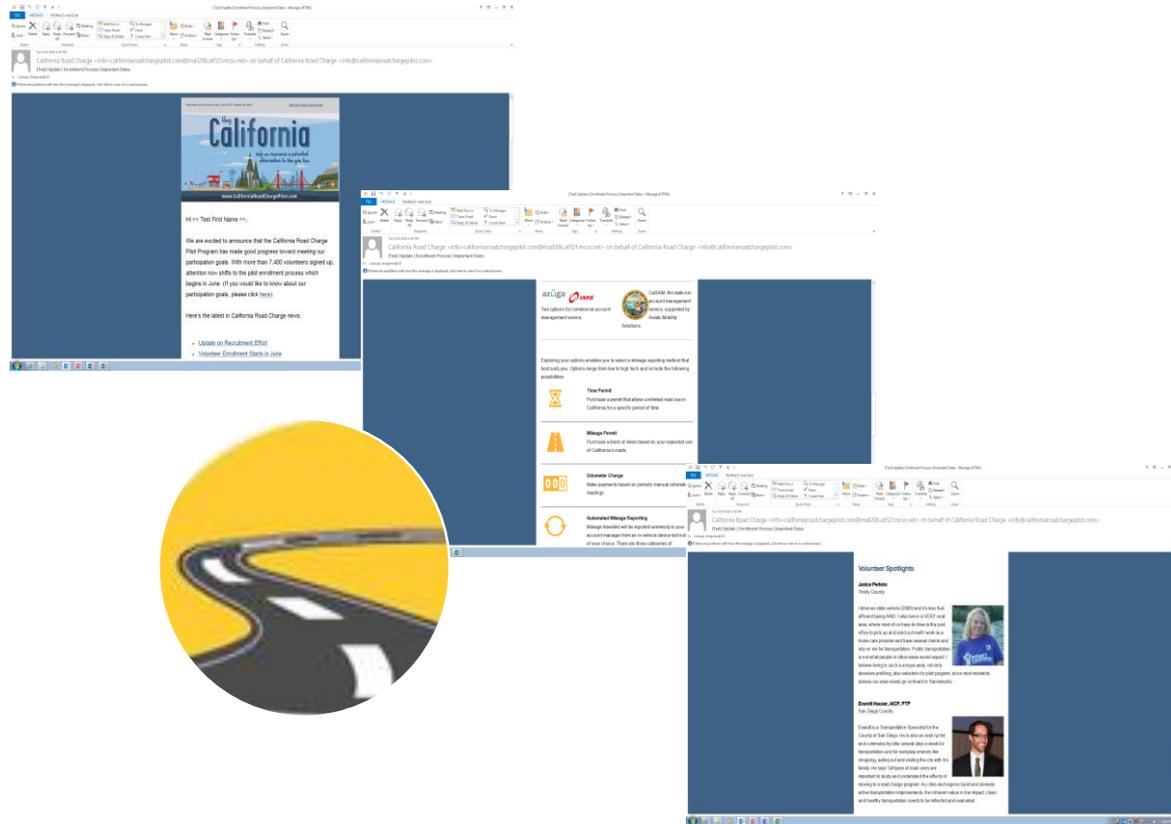
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# Newsletters - Staying Connected

## 5 Newsletters sent communicating to volunteers:

- Program updates
- Key milestones in the program
- Recruitment progress
- Volunteer spotlights
- \* Average Open Rate per Newsletter = 60%



# Digital Marketing Campaign - Recruitment



## Created a Facebook page to support the digital ad campaign:

- Up to 5M FB Impressions amongst core target audiences
- More than 250K engagements (likes, shares, clicks, comments)
- More than 11K individual, high-value conversations between the page and the individual targets



# Volunteer Matrix

Goal = 5,000 Participants  
Sign-Ups = 7,863 Volunteers



| Commercial Vehicles (Businesses)            | North              | Central           | South               | Trucks            |  |
|---|--------------------|-------------------|---------------------|-------------------|--|
|   | <u>123</u><br>100  | <u>50</u><br>50   | <u>130</u><br>175   | <u>49</u><br>50   |  |
| Private Vehicles (Individuals & Households) |                    |                   |                     | Other             |  |
| Urban & Suburban                            | <u>2812</u><br>950 | <u>593</u><br>350 | <u>3079</u><br>2100 |                   |  |
| Rural & Agricultural                        | <u>458</u><br>400  | <u>366</u><br>400 | <u>78</u><br>300    | <u>125</u><br>125 |  |

\*upper number (numerator) in each cell represents volunteers to date; lower number (denominator) indicates TAC participation target

# Fast Act Grant – WRUCC



- Builds on WRUCC-funded projects
- Leverages state DOT relationships and agreements
- Utilizes lessons learned from existing road charge projects

## Phase 1A: System Definition

- Concept of Common Operations
- Regional System Requirements
- Private Sector Coordination

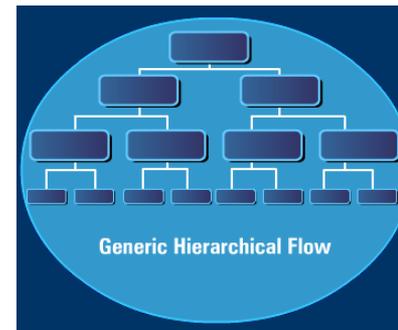
## Phase 1B: Project Planning

- Communications & Outreach Plan
- Evaluation & Outcome Reporting Plan
- Oversight & Management Plan
- Procurement Approach & Document Preparation
- Refine Implementation Plan for Phase 2

# California Fast Act Grant: Enhancement



- Education & Outreach Program
- Organizational Structure & Compliance Program Development
- Pay-at-the-Pump/Charging Station Investigation



# Conclusion – Questions?



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